El Excentrico

Humberto Garcia — May 20, 1970

Mariachis!

and

QUEEN CORONATION BALL

AMERICAN G I FORUM

SOUTH SAN JOSE

SATURDAY, MAY 29th

SANTA CLARA COUNTY FAIRGROUNDS

QUEEN CONTEST—8 PM

BAILE con MARIACHIS!

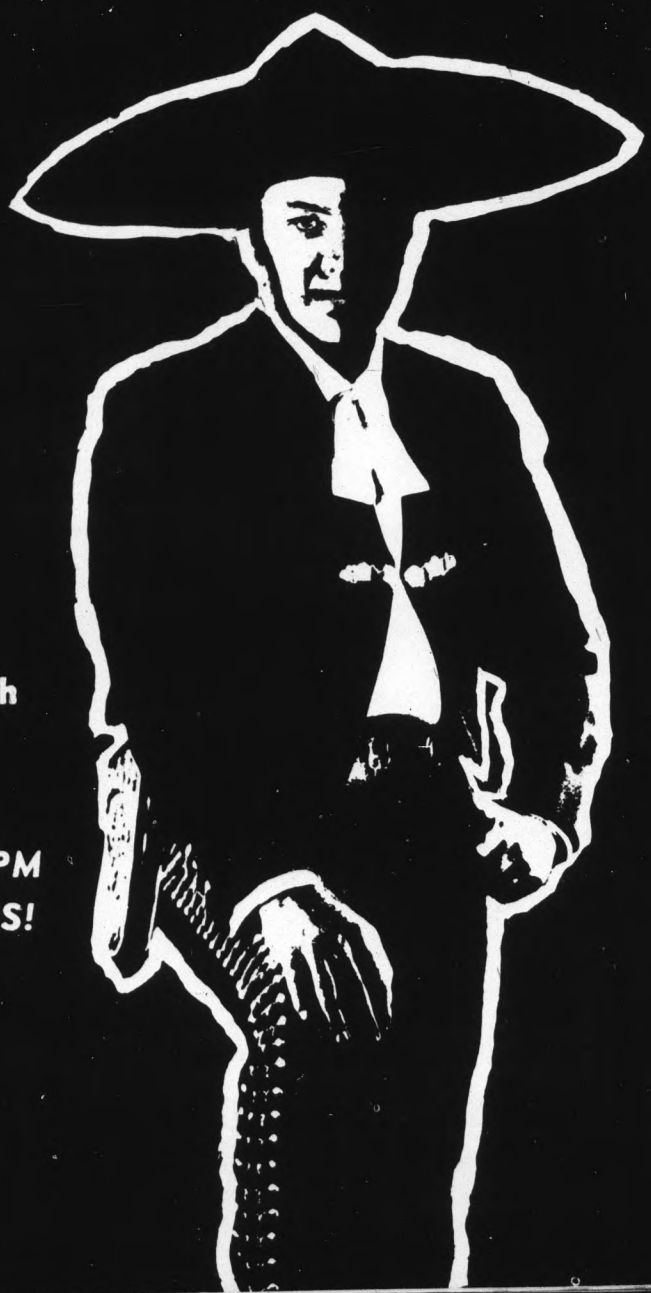
9:00 PM

Added Attraction:

RAFAEL MEDINA

El Charro Zacatecano

in person!



- Old Mexico -

Introduces it's NEW COCKTAIL LOUNGE

Moctezuma Room

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BOBBY ZAMORA

WITH

MIKE HERMOSILLO

and the LATIN BRASS

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ALBIERTO 7 DIAS de la SEMANA!

MEN'S HAIRCUT — $2.25

BOYS Under 12

$2.00

RAZOR CUTS $3.50



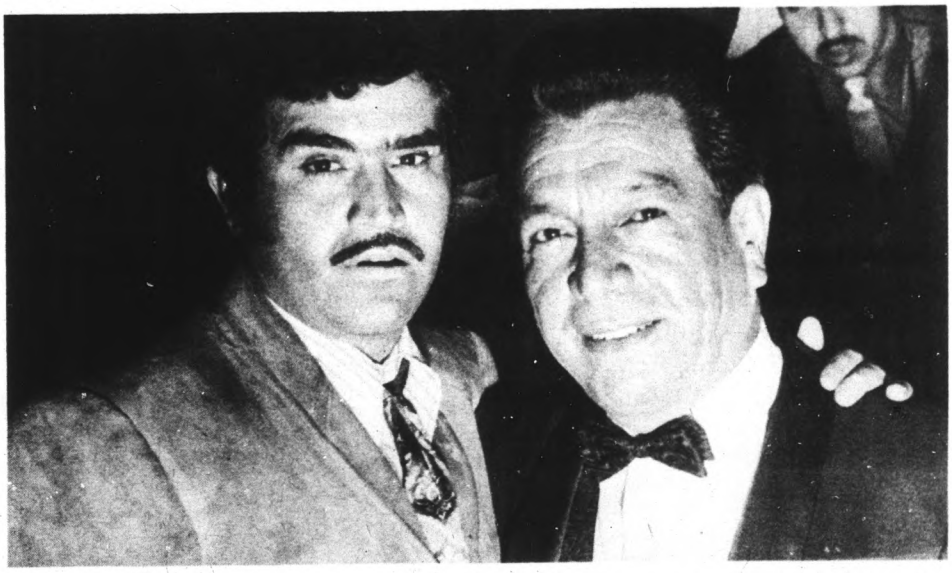
SERVICIO de PRIMERA
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El Idolo Vicente Fernandez y D. Cristal Alonzo



Humberto Garcia director y personal de EXCENTRICO se complacen en presentar a dos poderosas figuras del elemento Artistico al cantante Vicente Fernandez y al dinamico promotor de la Empresa de Los Grandes Espectaculos Daniel Alonzo lo de " CRISTAL " es porque el Sr. Alonzo tiene una fuerte y poderosa fabrica de vasos de cristal en San Angelo, Texas. (foto richard diaz.)

To celebrate the 15th BIRTHDAY
of their daughter
JEANINE DIANA RODRIGUEZ
Her parents, Mr. and Mrs. Manuel Castro
request the honour of your presence
at the
PRESENTATION MASS
On Saturday, May 29, 1971, at 3:00 p.m.
Guadalupe Church — 2020 E. San Antonio St.

1956
°
1971



JDR



LAS CAZUELAS
Aqui Encontrara el MENU mas Extenso y Variado de toda la Bahia
Lo Mas Selecto y Delicioso En Comidas Mexicanas
Carmen Gonzalez, Prop.
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TRAPS FOR THE LONELY CONSUMER

Lonely women are being warned by the County Department of Weights, Measures and Consumer Affairs to beware of two swindles which are victimizing many single women.

One is a dance studio racket and the other is a computer dating swindle.

Describing the dance racket, Robert Horger, director of the County department, explained, "It is a rehash of the old 'lonely hearts' lure. It finds its prey mostly among middle aged and older women. In many cases they are recent widows who are just learning to cope with their new loneliness."

Horger said the mode of operation is to sign up the victim for a series of dance lessons.

Suddenly the instructor starts telling the student, who can be either a man or a woman, that he or she has "unusual talent." With proper lessons the student supposedly could enter a regional contest.

All too often, according to Horger, the student takes the "bait" and signs a contract for a long series of expensive lessons.

Next comes either more lessons or the news that there is "a big contest coming" and that the student should enter. The contest is always out of the area, which requires that the student lay out money both for her travel expenses and for her instructor, of course.

Horger said that the process of taking additional lessons is not only a costly experience for the victim but frequently illegal.

"There have been instances," he said, "where three or four contracts for dance lessons have been allowed to run concurrently."

This is where his Consumer Protection unit hopes to take some effective action. Horger explained that California law prohibits dance studios from signing a customer to one contract or a series where the total cost will be over $2,500.

Horger also described some computer dating schemes as "an equally insidious method of separating the citizen from his money."

He said this is because the customer often is too embarrassed to admit that he or she turned to a computer to find dates.

According to Horger's investigators many times customers dealing with unscrupulous computer dating services have found that "few, if any, prospective mates are provided by means of the once a month listing provided" to them.

They report that one ingenious operator has been known to masquerade as "the date" and appear at the victim's home.

Horger warned, "Dissatisfaction with the service, if it does not measure up to the glowing promises of the seller, is not grounds for canceling the time payment contract. Usually that binding document has been sold to a finance company almost before the signatures were dry."

Horger urged anyone knowing of either swindle to contact his Consumers Affairs Unit at 299-2105 He promised that a prompt, confidential investigation would be made and the case referred to the District Attorney's Office if sufficient evidence is obtained.

* * *

For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

* * *

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SAVE UP TO 60% ON ENTIRE INVENTORY

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NOW PRICE-SLASHED

These are the roll ends, the short, the remnants, samples and FULL ROLLS dropped from further production or stocking every yard perfect, first quality every yard from famous Mohawk and other leading mills.

SAVE UP TO 40% 50% 60%

DUPONT 501 100% NYLON
SAVE $4.00 YD.

Luxurious tip sheared pattern Gold Avocado Beige Red Bronze Was 9.95 Value

$6.88 SQ. YD.

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POLYESTER SHAG
SAVE $3.00 YD.

Thick and luxurious Gold Green Blue Blue Green Red Off White Was 9.95 Value

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100% NYLON SHAG
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Beautiful decorator colors Gold Avocado Blue Green Mist Green

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NYLON SHAGS
Beautiful Decorator Colors for today's home!
SAVE $3.00 SQ. YD.

- AVOCADO
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Installed With Pad!

$6.95 SQ. YD.

MOHAWK Commercial Carpet 100% NYLON
SAVE $3.00 YD.

Practical nylon pile in many rich new decorator fashion colors

$7.95 SQ. YD.

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LUXURIOUS SHAGS
100% HEATSET NYLON pile for heavy traffic

2 tone & 3 Tone SAVE $4. yd. Quality! 9 Decorator colors!

$6.95 SQ. YD.

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HEAVY PLUSH CARVED POLYESTER
WAS $10.98

A polyester pile in Italian olive, deep pine, pottery blue, Venetian copper, Auruba red

Reduced Now To **$7.88 SQ. YD.**

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100% Luxurious Nylon Pile for Heavy Traffic
SAVE $4.00 YD.

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$299

COMPLETELY INSTALLED
Total 30 sq. yds. completely installed with pad.

LETTERS TO THE EDITOR



May 13, 1971.

Mr. Candy Veliz
c/o Garcia's Printing
El Excentrico Magazine
274 Terraine Street
San Jose, California

Dear Mr. Veliz:

This is in response to your article in the Excentrico on May 5, 1971.

I am impressed by your interest in the disease, Alcoholism, which is the third health killer in the United States, but at present there is no known cure except abstinence.

Your suggestion on taxing alcoholic beverages was well taken and at present there is a bill in Sacramento in line with your suggestion.

I feel interesting articles like yours can help to aleviate part of this disease by informing the average uninformed citizen.

I am sure you are aware that information and help can be obtained by calling the Alcoholic Rehabilitation Clinic, 286-5442, extension 251. I will be glad to offer any needed assistance.

Sincerely,

JAMES Z. HERNANDEZ,
Community Worker,
Alcoholic Rehabilitation Clinic

La Rosa **PHARMACY**



L to R: Irene, Carmen y Marie para asistirle

MARIA LA ROSA PROP.

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In photo
Annette, Richard, Lilly and Jessica
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286-8822 **172 E. JACKSON ST.**

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Moving Pictures Machine Operators
Has Supported the United Farm Workers
and Their Boycotts

We Urge You To Support Us Now!

Please Do NOT PATRONIZE a NON UNION THEATRE

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Please Support UNION Mexican-American
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De operadores de Maquinas proyectoras de peliculas
Siempre han apoyado al United Farm Workers
y su Huelga!

Ahora Solicitamos y necesitamos su Ayuda!

No Patrozine a TEATROS que No Son de Union
Le suplicamos que no quiebre las lineas de unionistas

Favor de patrozinar los Teatros que son de Union
y que ocupan Mexico-Americanos
pagandoles sueldos de Union.

ECONOMIC PROGRESS FOR MINORITIES IN VALLEJO, CALIF.

By ED REINECKE
Lieutenant Governor

Thirty-nine minority businesses have received loans during the last two years operation of the Solano County Business Development Corporation.

The Corporation helps establish new businesses as well as assist existing minority businessmen. The program works through the Small Business Administration (SBA) and local banks.

The Corporation, headed by Lestee Ceasar who is a full-time school teacher, guides this non-profit organization without any paid personnel. Presently the Solano County Business Development Corporation is in the process of building a shopping center on a site located in Vallejo. The center will include a modern market with all the latest fixtures and equipment, and will be well stocked and competitive with any market in the area.

These facilities have all been selected as a result of a very intensive feasibility study which was made by Urban Research and Development Company of Berkeley, Calif. The types of stores and services which will be included in the center, according to the survey, are all very much needed in the community. They will find a definite need.

At the same time, an opportunity will be given to members of the area to exhibit proprietorship and management abilities consistent with the trends toward self reliance and the encouragement of introducing private enterprise into the local scene with local citizens furnishing the abilities to build stronger and better economic substance in the community.

Jess Garage
Taller Mexicano de Mecanica



JESS IZQUIERDO, Prop.
ELECTRONIC SCOPE TUNE-UP
COMPLETE OVERHAUL
Brakes - Generators - Starters
Lunes a Sabado 8:00 a 6:00 p.m.
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SHERMAN CLAY
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Largest Selection of Musical Instruments in Northern California
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Mr. and Mrs. Richard Martinez
request the honour of your presence
at the marriage of
their daughter

Elizabeth Marie

to

Mr. Richard Soria Guevara

R
E
G

Mr. and Mrs. Joe Guevara
request the honour of your presence
at the marriage of
their son

Richard Soria

to

Miss Elizabeth Marie Martinez



RICHARD
was born in Mendota
California
a resident of S.J. for
the past 2 years
attended
TRANQUILITY HIGH
presently in U.S. army

On Saturday, May twenty-nineth, nineteen hundred and seventy-one
at 12:00 *o'clock noon*
Our Lady of Guadalupe Church — 2020 *E. San Antonio St.*
San Jose, California

Matron of Honour
Lena Manriquez Gomez

Best Man
Richard Gomez

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Blondina Martinez Josie Martinez Rita Martinez
Ruth Martinez Eloise Rodriguez Dee Molinar
Patty Mendoza Maggie Davalos Sonia Betancourt
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Johnny Martinez Ray Peralta Pete Ponce De Leon
Augustin De La Grande Henry Urban David Molinar
James Manriquez Fred Contreras Richard Martinez
George Manriquez Manuel Gomez

Flower Girl: *Debbie Guevara*

Ring Bearer: *Tommy Ruiz*

Train Bearers: *Audrea Jimenez, Danny Martinez, Joey Guevara*



Arturo's Quiet Village

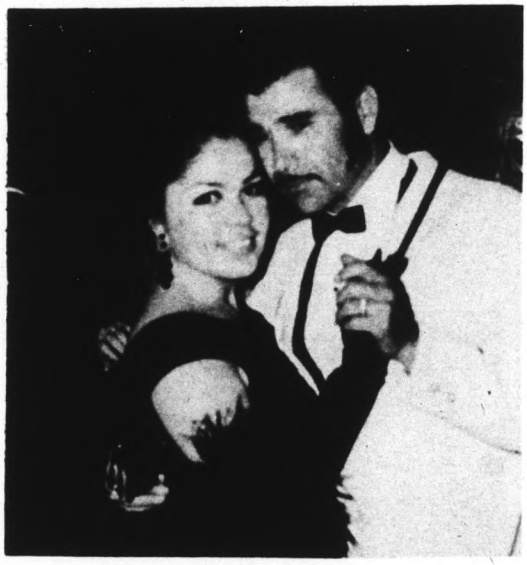
Baile los Juev, Vier. Sab. y Domingos

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Con sus Cantantes Estrellas
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CONTROL REMOTO en Radio KOFY
Domingos de 7:00 a 8:00 p.m.
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FLOOR SHOW Los DOMINGOS
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Enjoying a night out at LA
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President Ton Duc Thang
Democratic Republic of Vietnam, Hanoi
c/o American Red Cross
"Help Our POW's" Box 1600
Washington, D.C. 20013

Mr. President:

You have claimed repeatedly that American citizens held in your "detention camps" are being treated humanely. But you offer no proof of this. Except under the most restricted circumstances, you will not even allow foreign observers to enter these camps.

Proof of your sincerity would be the immediate repatriation of all sick and wounded captives and the release (or transfer to some neutral nation) of all prisoners whose health has been jeopardized by long confinement. By doing so, you could perhaps end some of the uncertainty and dismay your policies have created throughout the community of nations. I join with millions the world over in urging you to take these steps.

_____

_____

_____

Name and Address

If you wish up to ten more of these coupon letters for friends and family, contact your local Red Cross chapter or write to Reprint Editor (POW), The Reader's Digest, Pleasantville, N. Y. 10570.

* * *

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El Excentrico

23rd Year, No. 4 — **May 20, 1971**

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RUDY BELLOUMINI — PUBLIC RELATIONS
MARY ROGERS — STENOGRAPHER

R. Diaz **C. Veliz** **D. Saldana**
J. Godinez **M. Mora** **P. Dillon**
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S. Gomez **R. Calles** **J. Kawakami**

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PLACE
DONDE
LA CERVEZA
ES IGUAL
pero...
La COMPAÑIA
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ARTEMIO CARRANZA

CHICANOS

Que oportuna y valiente su opinion ARMIDA, en el Exentrico de abril 5 !!! En verdad fuera mejor que se nos llamara solamente MEXICANOS . . . Es tan honroso haber nacido en Mexico, un pais de historia tan unica en esta nuestra hermosa AMERICA.

Pero tiene usted mucha razon, el nombre de CHICANOS no esta ayudando en mucho a nuestros hermanos de raza que lo han tomado como su nombre distintivo. En verdad vemos que algunos problemas les ha causado y esto es una lastima, porque nuestro mexicano del campo o combate, pues derramo su sangre gustoso en defenza de su patria y ese nombre tan honroso es CHINACO.

La historia nos ensena que si no hubiera sido por la ayuda de esos valientes campesinos, la consolidacion y la independencia de Mexico hubiera sido una tarea casi imposible de realizar por nuestros gloriosos heroes, como lo fueron HIDALGO, MORELOS y JUAREZ.

Asi que mis muy estimados CHICANOS . . . . . ; El hombre inteligente, siempre esta bien dispuesto a combiar de opinion si es que sea para mejorar . . . . . !!! Que me dijo Ay!

Alguien mas tiene la palabra.

-Artemio Carranza

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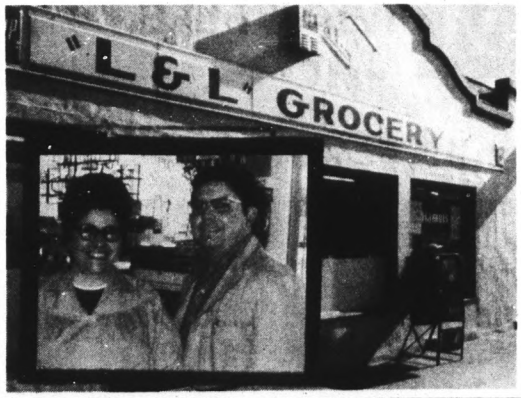
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San Jose



Le Encueraron Su Caballo

Al Charro Zacatecano

RAFAEL C. MEDINA

Enviamos nuestro sentido pesame al mejor charro en todo el norte de California por la perdida de su
FIEL CUACO
porque despues de que lo encueraron algunos bandoleros se le desarollo una PULMONIA y Cataplum... Se fue a donde todos los buenos cuacos se van.

El Charro Zacatecano ya compro otro poniendole un abrigo de acero con llabe para que no le vuelva a pasar lo mismo.
REQUIEM CANTINPACHE!
AMEN . . . !

The Starlight Ballroom

HOME OF BIG BANDS EVERY SATURDAY & SUNDAY

The Ultimate in Latin Dances!



GRANDIOSO BAILE

Produccion Arturo Walker

Sabado 29 de Mayo 1971

Orquestas Sorpresa!

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Orquestas Sorpresa!

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9 p.m. a 1 a.m.

Con el incomparable

Jimmy Garcia y Su Orquesta

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STARLIGHT BALLROOM

Notre Dame & Carlyle Sts. San Jose, California



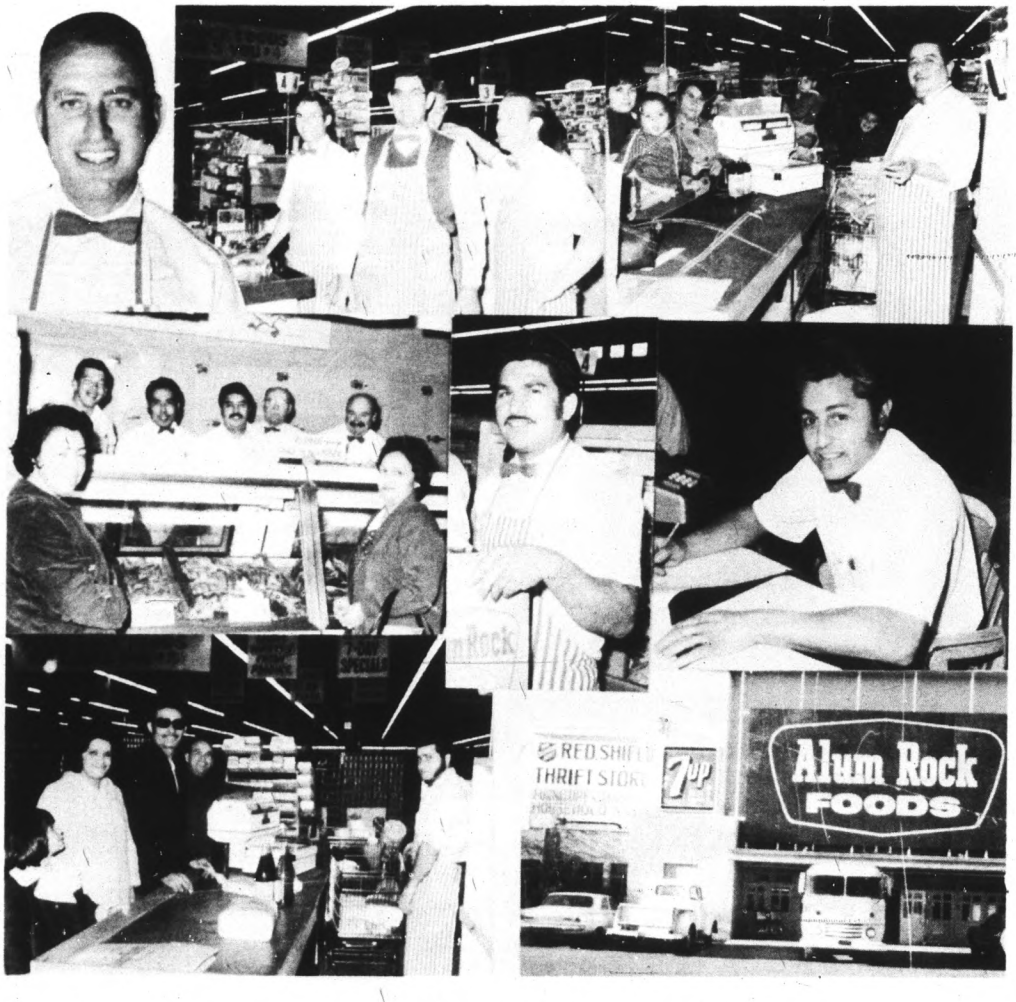
RITA HERRERA — BAILARINA a GO - GO

La foto fue tomada durante la presentacion de Rita con el INTERNATIONAL SHOW OF HOLLYWOOD.
La despampanante Estrella hizo furor con su actuacion en la Prision de Tracy, California.
(foto richard diaz)

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or any member of the South San Jose Chapter, American GI Forum.



Iz. a der: Santos Lopez, Rudy Sanchez, Dan Ramos, Juanito Silva, Jesus Reyes Valenzuela y Rene De Luna felicitan al gerente de este popular centro nocturno Bob Aguilar.

SAM y ROCKY LOPEZ presentan ....

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CONTROL REMOTO por Radio KOFY con Jesus Reyes Valenzuela Todos Los Domingos !

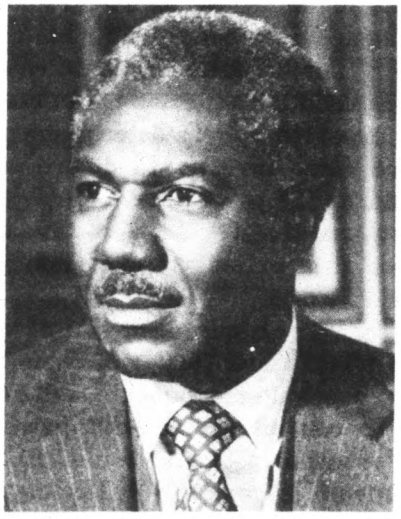
297-9889 1255 E. Santa Clara St.

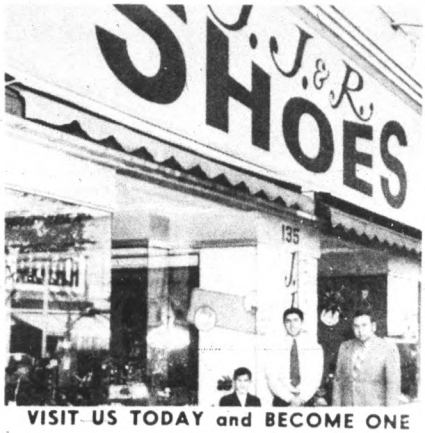
DR. RILES ON KTEH

Dr. Wilson Riles, state superintendent of public instruction, was interviewed on KTEH, Channel 54, the County-owned educational television station, Tuesday night at 8 p.m.

Dr. Riles appeared on "Electoral Chair," a program which features county, city and state elected officials in interviews with well known newspapermen.

Sam Hansen, San Jose Mercury and News education writer, conducted the interview. Don West, Santa Clara County correspondent for the San Francisco Examiner, was the host of the program.





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En la foto: Joe, Richard y Joe

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COMENTARIOS

PEDRO DILLON

El Caso de Carlos, El Pobre Rico

Carlos Cooper, oficinista de los servicios de luz y fuerza de la ciudad de Londres es un hombre lleno de preocupaciones, y la razón es que ganó 225.134 libras esterlinas (unos 630.375 dólares) en las apuestas del fútbol británico.

Carlos salía del banco en que había hablado durante dos horas con algunos expertos que le habían aconsejado sobre cómo invertir su dinero para no perderlo. Un periodista le pidió que hiciera una declaración. Se detuvo al lado de su gran automóvil manejado por un chofer, y dijo:

"Creo que debo ser el hombre mas triste y preocupado de Gran Bretaña. Yo era Perfectamente feliz cuando vivía con mi madre en Bethnal Green (un suburbio pobre de la ciudad). Ahora me siento deprimido y realmente triste. Quisiera estar de vuelta con los otros muchachos en la oficina. Si hubiesen sido 2.000 o 20.000 libras yo habría estado contento, pero la suma que gané es demasiado grande para un hombre como yo".

No todo el mundo opinaría lo mismo que Carlos. Hay que estar en su situación para saber como se reaccionaría. Pero lo cierto es que él ha expresado lo que mucha gente piensa honradamente acerca de la posesión de las riquezas, aún cuando no quiera confesarlo. Ellas complican la existencia, aumentan las preocupaciones, y despojan al poseedor de algunas de las mejores cosas de la vida. Y, si uno les da demasiada importancia, ahogan totalmente los valores espirituales.

El verdadero punto de vista cristiano sobre las riquezas es sólo desear lo suficiente, y nada mas. "Sean vuestras costumbres sin avaricia, contentos con lo que tenéis ahora".

Y es posible, y muy fácil, que estemos tan preocupados por las posesiones materiales, que perdamos todo lo que tiene valor permanente, "Porque qué aprovechará el hombre, si ganare todo el mundo, y perdiere su alma?".

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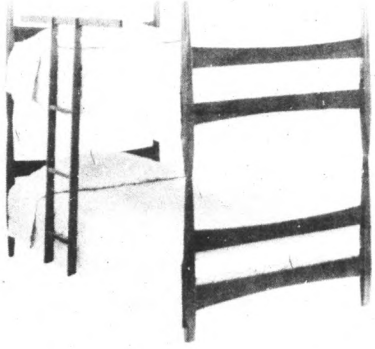
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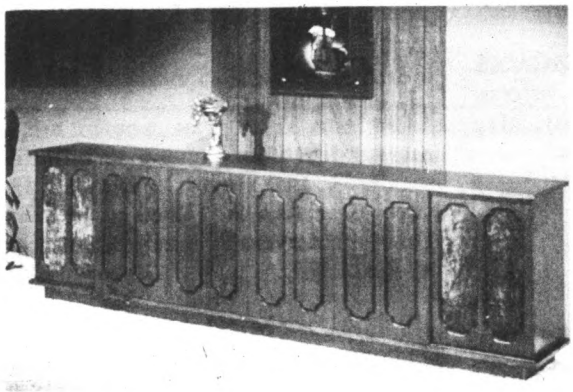
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CARMEN RODRIGUEZ



ABEL ACOSTA



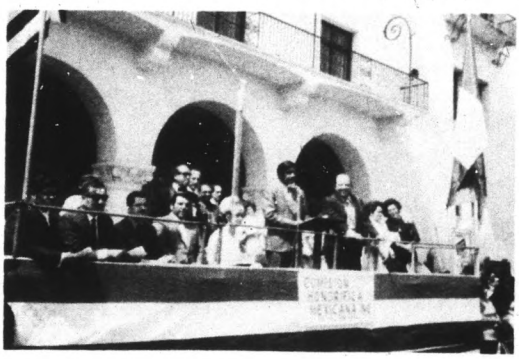
RAUL GUILLEN

CRITICA SOCIAL

POR RUBY BELLOUMINI



"Maestro de todo y oficial de nada" ..... Jack of all trades and master of none.



COMISION HONORIFICA MEXICANA is to be congratulated for the very successful Fiestas Patrias Parade on Sunday, May 9th. 'Cuando uno quiere, uno puede.'



Carlos Gomez of Radio Station KGEL is seen here interviewing officers of the Liceo Cubano Club of San Jose. L-R are: Ruben Valentin, KGEL Spanish Program Director; Pablo Iturrioz, Primero Vocal and Waldo Estrada, Festival Ch. both of Liceo Cubano Club; Carlos Gomez, Dr. Gervasio G. Gutierrez, pres. of Liceo Cubano and Edelberto Perez, past president of Liceo Cubano. Foto was taken at El Sol Restaurant. Carlos—'Los golpes hacen buen jinete al charro' Adelante y buena suerte.

Josie of Jess's Bar presents a trophy to Gus Garcia for being the best billiard player there. Others in the picture are: Right to



left—Jess Paredes, prop. of Jess's Bar; Gus, Mary, Millie, Josie and John. 'Al saber le llaman suerte.'



Did you know that women are getting interested in pool playing or billiards, as it is called? Drop over to Blanca's Place on Keyes near 10th St. (Used to be Schoner's). 'Donde la cerveza es igual, pero la compañia es diferente.'

MINI NOTES

UNITED FOOD DRIVE COMMITTEE is having a Father's Day Jamaica and Dance on June 20th to be held from 10 a.m. to 8 p.m. at Senter Park. Any organization wanting to put up a puesto, call Candy Veliz at 293-0392 or Lino Covarrubias 251-2889 or call me at 292-3141, Ext. 561 ..... MEXICAN MANPOWER DEVELOPMENT ASSOCIATION OF CALIFORNIA is having a convention here in San Jose on the weekend of June 4, 5 and 6 at the Holiday Inn, 1357 N. 4th St. For any information, call Bert Flores at 287-7505, Ext. 3 (during the day) ..... The Countywide Planning Policy Committee (PPC) is calling a mass 'town meeting' to get the views of organizations and individuals to help set up proposals to ban housing discrimination in Santa Clara County. The meeting is called for 7:30 p.m. May 19th in the Board of Supervisors Chambers, 70 W. Hedding St..... In Los An-

(continued next page)



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CRITICA .... (CONT.)

geles, The Beverage Wholesalers Assn. of Southern California agreed to provide for 140 to 170 jobs within the next 15 months and for placement of at least 14 per cent of advertising by wholesalers with black-owned publications. After eight weeks of boycotts and negotiations by the Black Minorities, the beverage dealers agreed to increase jobs for them. As for La Raza, we are too busy with our hang-ups with each other, such as not wanting to be called Chicanos or not wanting to get involved against the establishment because we might hurt our friends (?); in the meantime, they are working and you are not.

———————

For Your

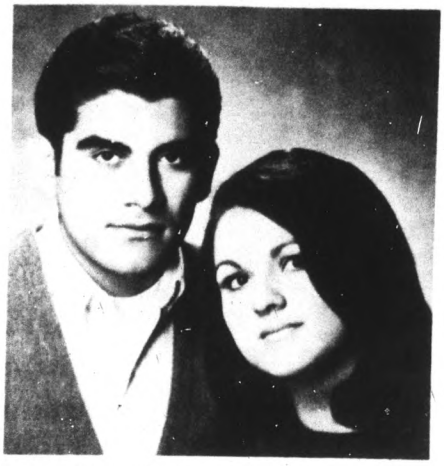
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BALLROOM
bajo los auspicios de
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DE CRISTAL Don
Daniel Alonzo
(foto richard diaz)



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CHILDREN'S SHELTER OPEN HOUSE



The doors of the Santa Clara County Children's Shelter opened wide Saturday, May 15, to welcome Children's Shelter volunteers and their families to the first Open House. The purpose of the Open House was to give families and friends of volunteers an opportunity to visit the Shelter.

Mrs. Richard Kile headed the committee who arranged the activities of the day. Small groups of volunteers and their invited guests toured the Shelter and afterwards enjoyed refreshments served by the Senior girls.

The volunteers are members of the Children's Shelter Volunteers, a section of the Santa Clara County Juvenile Center Auxiliary. The organization provides assistance to all of the facilities of the Santa Clara County Juvenile Probation Department.

Pat Beasley, chairman of the Children's Shelter group, explained, "The aim is to bring a little joy—a smile, some warmth, a laugh—to the faces of the children housed at the county-operated Children's Shelter."

"These youngsters," she said, "are neglected, abandoned, or abused children who are in the custody of the County and awaiting placement in more suitable homes. Most of them will be placed in foster homes."

Miss Beasley explained that each volunteer donates three hours per week to work with the children. This may be during the day or evenings or weekends.

In addition to service at the Shelter, the group coordinates parties and special activities for the children and maintains a toy box and gift closet for birthdays. They also provide a sewing and mending service.

Presently, with summer vacation approaching, the group is looking for more volunteers.

Miss Beasley said, "If you are at least 18 years of age, like children of any age—infant to teen—and have time to devote to these youngsters who are so in need of individual attention and the feeling that someone cares, then you could be of service at the Shelter. We are especially in need of volunteers to work with the school-age and teenage youngsters and men to work with the boys' units," she added.

"During the summer," she noted, "we would like to offer assistance to the children in basic skill subjects—reading, writing and arithmetic and we could use help from experienced teachers."

Volunteers currently working at the Shelter include men and women from all walks of life — housewives and mothers, retirees who are grandmothers and grandfathers, college students and working men and women from a variety of professions.

Anyone interested in becoming a volunteer is urged to contact the Juvenile Center Auxiliary office at 299-2828 to obtain an application form and arrange for an interview.

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* * *

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MARTES NOCHE DE PREMIER — 25 de MAYO



— ADEMAS —



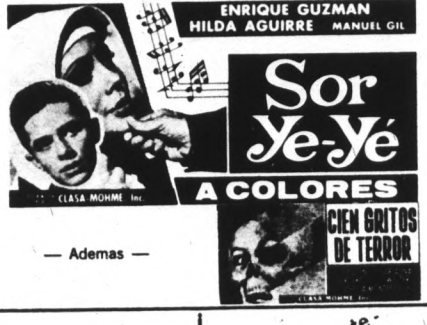
MIERCOLES A LUNES — 26-31 de MAYO



— ADEMAS —

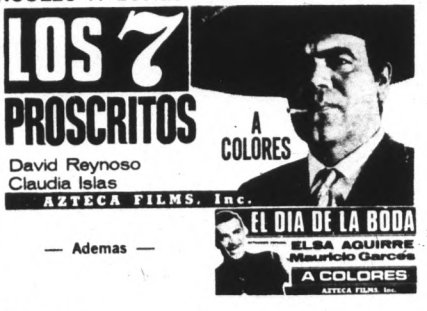


MARTES NOCHE DE PREMIER — 1 de JUNIO



— Ademas —

MIERCOLES A LUNES — 2-7 de JUNIO



— Ademas —

Proximanente - 16-22 de JUNIO



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Grace Soto
Sadie Costilla
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Julia Cordova
Margaret Espinoza
Eva Garcia
Maria Inocencio
Lupe Flores

To celebrate the 15th BIRTHDAY
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Flower Girl: Liza Ann Martinez

Godparents:
Mr. and Mrs. Simon De La Cruz

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Nelson Elemen
Joe Salazar
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Tony Diaz
Rolando Salazar
Joe Horiuchi
Warren Rouse
David Lopez
Bobby Rios
Phil Moran
Fred Flores
Carlos Inocencio

On Saturday, June 5, 1971, at 11:30 in the morning
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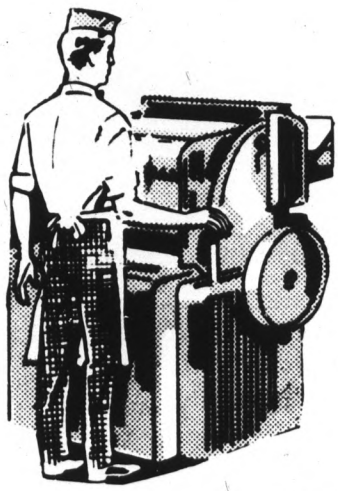
Un arreglo anticipado sera de incalculable ayuda para su familia. Dowdle-Emmerson les evitara la necesidad de hacer ciertas decisiones importantes en horas de afliccion y de gran tension emocional.

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Club LAS CORONELAS

Marce Mora



A little late, but HAPPY BELATED MOTHERS DAY to all of you mothers. And from all our family to our Mom, Virgin (Adelita), may God bless you, always, because you brought us up like a mother should and we're proud of you.

NEWS

A disturbance broke out at a local park, for Mothers Day, so many families are scared to go out on outings, for fear of riots. I don't know why people can't seem to enjoy themselves any more without rioting.

RUMORS

A rumor, or would you say talk, broke out at a local restaurant for The Cinco De Mayo, fiesta's celebrated by La COMMISION HONORIFICA MEXICANA DE SAN JOSE. People seem to be very displeased with the parade and program. There is talk about signing a petition to either better the program or stop it completely. Well, you can't always please people. Maybe, next time things will be better. Our Club would like to thank C.H.M for the invitation, due to some last minute trouble, we were unable to reach the parade in time.

FACTS

The new formed group of Charros de Alviso, had their first Coronation Dance, and by the looks of it, it looked like it needed some woman's help. By that, I mean, that the Queen didn't have a place to sit while being crowned. Well, maybe next time things can work out better for them. Many times when Clubs, Organizations have a doing, they should try to please the people more; after all that's why they spent their money to go see something that is going to be worthwhile. Even if you spent money out of your pocket, at least your club or organization will have a good name, and you can be proud of it.

ENTERTAINMENT

Our good friend, the attractive Feliz Alonzo, informs us that they have more shows scheduled for this year. Like the one that Delgado (El Gordo) just had in San Jose. LA CARAVANA, was headed by such stars as Vincente Fernandez, Magda Franco, Capulina, etc., etc. Just hope to see more of this, so many people got their money's worth. Incidentally they are from La Empresa de Los Grandes Espectaculos.

COMING EVENTS

A picnic is being planned by the United Food Drive Committee for June. So, be on the lookout, I'm sure most of you would not like to miss it. This committee is trying to hold two doings a year, to be able to help more families. If you want to help in some way the meetings take place at the Skill Center.

SHOPPING

For your good selection of Mexican foods, don't forget to drop over to Pepe's Market, corner of Prevost and Auzerias Ave. This store is run by none other than the well-known Ozuna Family.

Until next time and to Perito, Perito, be good.

Obtain your copy of EXCENTRICO with any of our Sponsors

* * *

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Sus padres
Jose Luis y Norma Alicia Sahagun

(richard diaz foto)



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JORGE GODINEZ

La Cd. de San Jose, cada dia mas importance economicamente, dentro de la colonia mexicana habra muchas oportunidades en todos los ramos, despues de Los Angeles San Jose es la Cd, mas grande en poblacion de personas de ascendencia mexicana.

PROBLEMAS EN LA COMMUNIDAD. Estamos viviendo una epoca en que todo se mueve a base de maquinas y el tiempo es muy importante para vivir de acuerdo al sistema que esta implantado en este pais, y nosotros los mexicanos todavia estamos tirandonos unos a ostros, mientras que otras razas no pierden tiempo en cosas negativas y dedican todo su tiempo al mejoramiento de su gente, por ejemplo: tenemos el caso de una persona que no es de nuestra raza, y tiene todo un capital y vive en una forma conservadora sin divulgar lo que pueda tener, en cambio nosotros tenemos algun capitalito y en lugar de hacer mas capital y tratar de mejorar mas, lo andamos divulgando y humillando al que no lo tiene, criticas aqui, criticas mas alla, y en esa forma jamas podra haber completa unidad entre nosotros, gastamos nuestras energias mentales en cosas que no tienen importancia, y que deben de ser aprobechadas en otras cosas que si lo son, cuando una persona de los nuestros tiene algunas facultades y puede ser de mucha utilidad para los nuestros y ayudarle a subir para que nuestra comunidad se beneficie, pasa todo lo contrario, le empiezan a inventar cosas para tratar de destruirlo en lugar de comprender sus problemas y ver la forma de ayudarle en diferentes aspectos, eso pasa tanto en politica, negocios, y en el trabajo, ojala que poco a poca vayamos comprendiendo estos problemas para el bien de nuestra propia comunidad . . .

Atencion Danny Campos, Ike Hernandez, con todo respeto me dirijo a estos buenos amigos de nuestra comunidad, para informarles de un caso de verdadera verguenza para el Dpto. de Policia de San Jose, antes deseo aclarar, que esta nota no es para ofender a Danny o al Sr. Hernandez, pues me consta que ellos han demostrado cooperar para que existan buenas relaciones entre la Policia y nuestra comunidad, pero . . .

Hace unos dias cuando ya habia terminado la function en el Teatro UA, una senora se quedo esperando an un miembro de su familia para llevarla a casa en compania de sus tres hijos, entre ellos un pequenito de un año, como no se presentaba ninguna persona para levantar a su familia, el Sr. Ignacio Mejia y Señora, socios del teatro, amablemente se ofrecieron llevarla a casa, no caminaban todavia diez cuadras cuando los detiene la policia, y sin ninguna explicacion bajaron a toda la familia con pistola en mano, aluciendo que el carro era robado, y que por sospechas de robo, sin investigar o identificar a las personas antes de cometer dicho atraco, el Sr. Ignacio Mejia, es una persona de negocios respetable, su señora esposa una mujer mexicana de respeto, la Sra. y sus niños esposa de un buen hombre, de trabajo, cuando se aclaro el asunto no dieron ninguna explicacioñ de porque fueron tratados en esa forma, y para tratar de justificar el atraco que cometieron con alevosia y ventaja y por si acaso se quejaban, le dieron un ticket por violacion tambien en forma injustificada, tenemos el caso del buen amigo Hank Coca, una persona respetable, que fue esposado por el unico delito de ser moreno, de ser mexicano, este pais esta atravezando por la peor estapa de su vida, y las autoridades se han convertido y se estan convirtiendo en el enemigo numero uno del pueblo, sabemos que se denunciara a los policias seria tiempo peridido, pues son inmunes y estan protegidos por la ley por los cuatro costados, donde esta la igualdad de derechos? . . .

CINE MEXICANO. El Teatro UA de la calle primera, ha sido amenazado varias veces por bombas y no se ha comprobado quienes son los culpables de estos atentados, en una entrevista que este servidor le hizo al Gerente General Sr. Alberto Rodriguez, respecto al problema de la union el Sr. Rodriguez me contesto lo siguiente: Sr, Godinez, el problema de nuestra empresa no es realmente un problema serio, nuestra empresa es familiar, y segun la constitucion de este pais, tenemos todo el derecho de manejar nuestra empresa de acuerdo a nuestras nesecidades, la Union de proyeccionistas no ha querido aceptar nuestras condiciones inclu-

(continua en la siguiente plana .....)

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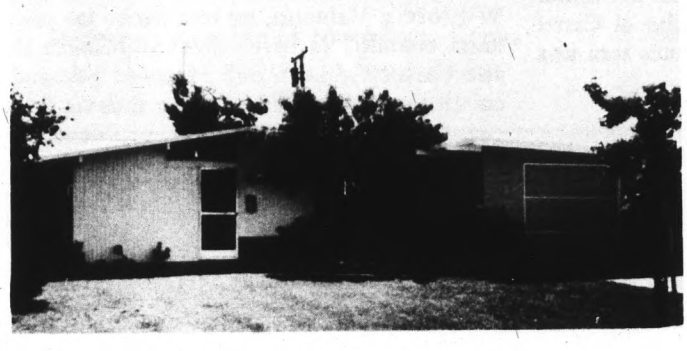


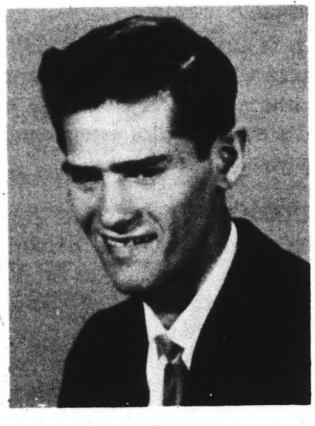
Richard Gonzales, Bruno Mejia, Bill Mancini
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(GODINEZ ..... CONT.)

sive prohibieron a nuestro proyeccionista entrar a la union, el proyeccionista que tenemos nosotros es hijo he mi socio el Sr, Francisco Mejia, Ud. cree justo que despidamos al hijo de mi socio nada mas por aceptar un miembro de la Union? el Sr. Rodriguez aclara: Ya me he dirigido al Sr. Cesar Chavez informandole de la verdadera realidad, es mas, varias organizaciones que apoyan a Chavez me han ofrecido todo su apoyo para terminar con este conflicto, nosotros venimos a esta Cd. a darle a nuestra comunidad una cosa digna, un teatro que pueda ser orgullo de los nuestros, venimos a trabajar en paz, a cooperar con nuestra comunidad en todo lo que sea posible, estas fueron las palabras del Sr. Alberto Rodriguez, Gerente y socio del Teatro UA.

TELEVISION — Quiero agradecer al Sr. Lou Fernandez del Canal 36, su invitacion para colaborar en el mismo canal, en el Dpto, de ventas, ojala que en el futuro el canal 36 pueda presentar programacioñ todos los dias, claro, con la fantastica colaboracion de Eduardo El Guero, muchisimas gracias Sr. Fernandez por el gran entusiasmo que me ha transmitido, por medio de estas paguinas le aseguro que jamas lo olvidare, tenga la seguridad que tendra mi cooperacion incondicional.

En la proxima edicion del Excentrico presentaremos a la secretaria fantasma del Canal 36, una secretaria que hace mucho el Canal estaba nesecitando, esten pendientes sera una sorpresa.

RADIO — El Sr. Jesus Reyes Valenzuela, estrenando flamantes oficinas creo que ya era tiempo, deseamos al Sr, Valenzuela como siempre mucho exito en sus actividades, Lalo Caballero, cada dia esta convirtiendo a Don Ruffino en toda una personalidad de la radio, es al unico que no teme por el puesto en radio KAZA, Sergio Niño Gonzalez: Microbiografia, en 1958 gano un concurso en radio KALI, cuando esa estacion hizo una promocion especial, en seleccionar al locutor triunfador, Sergio gano el concurso estando en Sonora, por una dificultad estubo fuera de los microfonos, prestando sus servicios para Frank Fouse proprietaro del Million Dollar y del Teatro Maya, pero no como locutor, sino pintando el teatro, despues Frank le dio la oportunidad de ser Maestro de Ceremonias en una caravana donde la estrella era Marisol, cuando se inauguro el Canal 34 en Los Angeles, Sergio se convirtio en el locutor estrella, tenia una posicion envidiable pues Los Angeles, es una Cd. muy exigente y hay que luchar mucho para estar ocupando una buena posicion tanto en Radio como Television, despues Sergio desaparecio, estando prestando sus servicios para KCAL de Redlands, Calif., propiedad del buen amigo Andy James, despues en Fresno en KXEX, ahora en Radio, KAZA, creemos que Sergio puede recuperar su posicion en Los Angeles en el Canal 34, Buena Suerte.



En la Foto: Alberto Vasquez, en compañia de las preciosas, Dolores Marin, Rosita Gonzalez el Sr. Tony Espinoza Jefe de produccion de la planta Ford, durante la presentacion de Alberto en el Civic. Foto Olguin, para el Excentrico.

MINI-NOTAS—Los Compadres del alma, Willford y Valentin, no han hecho las paces hasta cuando? la revelacion radiofonica del año Carlos Gomez? Bob Mercado pensando en un puesto politico, no sabe todavia hasta cuando, DANNY ALONZO, recibiendo felicitaciones por la noticia que lanzo de lanzarse a politico, pero ha dicho que promete dejar la botella de rompope, y ademas que Delgado no quiere que deje la empresa por motivos sobrenaturales, pues el guardian de la empresa es precisamente Danny, sin embargo dara una gran oportunidad a DANNY LOPEZ y ROBERTO RAMIREZ, a Danny Lopez de darle mas oportunidad en radio, tal vez se quede con los programas de KOFY, a Roberto de conseguirle un trabajo de decorador en La Casa Blanca, para decorar la alcoba presidencial de los Nixon, y de Patricia, Exito Exito . . .

Bueno mis amigos lectores, hasta la proxima sin olvidar mi programa DOMINICAL en RADIO KPEN 98 FM Domingos 6 a 10 a.m. escuchelo es un programa muy interesante. FELICIDADES . . .



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AMBROSE BALCAZAR



Club San Felipe

Candy Veliz

Club San Felipe Mayo dance and show was a complete success. A million thanks to everyone that cooperated. The National Little League, the Milpitas Samuel Ayer High School C. S. U., and a special thanks to the Starlight Ballroom management, Harry and Eric Evans. Muchas Garcias to the tejano Dan Alonzo from radio KOFY program from Texas to California; to him we attribute most of our success.



Here are some photos of our dance. In photo Arcelia Mercado Samuel Ayers C.S.U. 1970 queen is placing the crown on Josie Marquez, newly elected C.S.U. queen.



Photo shows Club San Felipe honorary member and his wife, Mr. and Mrs. Greg Gloria from Modesto, Calif. With him is San Felipian Mr. and Mrs. Joe Santos Camarrillo.

MAGAZINE HATER

Augie Garcia doesn't like the El Excentrico. That's his perrogative. Augie, what a shame; how come we love you.

SOUTH SAN JOSE

The South San Jose G.I. Forum is having Miss American G.I. Forum Coronation Ball on Saturday, May 29, at the Santa Clara Fairgrounds. The donation is $7.00 per couple and it's all for a worthy cause; so try

(continued next page)

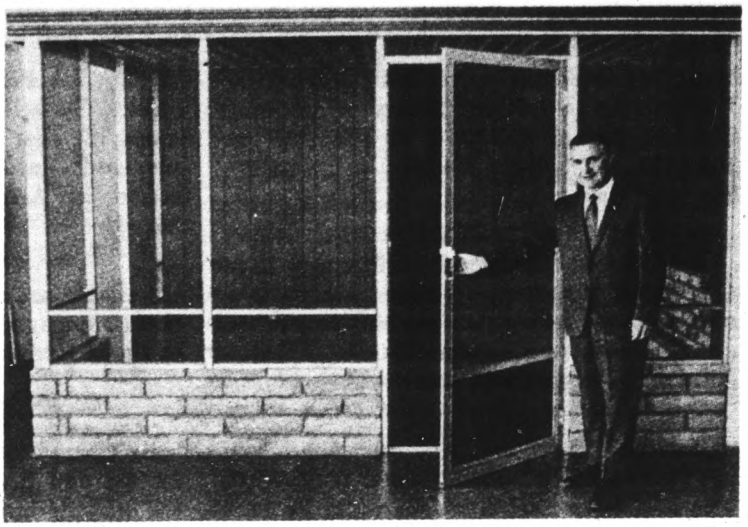


Photo shows the queen elected, her princesses and their escorts. L. to R.: Rose Marie Flores, Marla Garcia, queen Josie Marquez, Judy Garcia and Evelyn Vasquez. Back row, L. to R.: Jr. Jemenez, Gilbert Valdez, Richard Vasquez, Greg Mariscal and Adrian Gallardo. Congratulations to all these youngsters; they presented a program that made us like and admire them. Again, congratulations and good luck.

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SAN FELIPE . . . . . (CONT.)

to make it. They may be setting a precedent by having the dance solely with Maricachis. The persons to call for tickets or information are Jim at 293-2747, Al Gonzales at 269-4439, or Gilbert Guillen at 743-4530. See yo'll there!

CHARROS

Los Charros de Alviso look like they have a great thing going; so some Sunday evening stop at their ranch on No. 1st for an evening of entertainment—Dancing, charriada and goodies all in one evening.

HACIENDA

Hacienda Discount Center is where you can find me. The phone number is 293-0392. The address is 960 E. Santa Clara St. I'm not on vacation and I didn't go out for lunch and it's not my day off. I'm here to serve you seven days a week.

LOVE

I was just pondering over this fact of how a thing as beautiful as love can cause such a hidious effect on people. People hate for love, cheat for love and kill for love. That my friends we call love.

TAXATION

City Hall should appoint a Mexican American to the City Council; if not I may stop paying City taxes. It is something like taxation without representation.

AIR CONDITIONING

A real nice guy by the name of Dan Vasquez has an air conditioning, heating and refrigeration service. If you are in need of any of this service call him at 286-9211. He will appreciate it. Thank you.

LATIN NIGHT

The El Camino Club on 2505 the Alameda in Santa Clara is having a Latin Nite on Sunday, May 30. Jimmy Garcia and his Combo will play. Here are just three of the ones that will be appearing there that night.

LA PREMERA PIEDRA

Celio Gonzalez's "La Premera Piedra" is among the first in popularity and Mike and John and Olachea's Combo play it to perfection at Arturo's Quiet Village. Yes, indeed!

ENGAGEMENT

Reliable sources tell me that Gilbert Sanchez is engaged to be married. All I have to do is find out who the lucky girl is.

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Asi es la traduccion de el preambulo de la Carta Magna que rige los destinos de este pais. Pudieramos decir que es la base donde descansa le estructura gubernamental de Los Estados Unido de America.

Durante cerca de dos siglos, la Constitucion ha sido la guia que ha llevado a esta nacion por los caminos que le han permitido ensanchar sus fronteras, ha desarrollado su industria hasta ponerla en el primer lugar entre todos los paises de la tierra, ha conquistado el lugar de pais lider del mundo, ha logrado el primer lugar en la conquista del espacio y lugar prominente en los adelantos cientificos en todas las ramas de la ciencia.

Hasta la fecha y segun mis cortos conocimientos en Historia Universal, es el unico pais de la tierra que no ha sufrido la invacion de su suelo por un enemigo extranjero.

Sin embargo, la forma en que se pensaba y se viva cuando se establecio la Contitucion, era muy diferente de la forma en que se piensa y se vive en la actualidad, esto demuestra que cuando se promulgo la Constitucion se tomo en cuenta al formularla que fuera de utilidad para el momento y para el futuro. Se le han hecho algunas enmiendas de indiscutible importancia, respetandose siempre el dercho de los ciudadanos y la forma de gobierno. Algunas personas han preguntado: Una ley formulada hace ciento ochenta y cuatro anos,—casi dos siglos —a pesar de la bondad de su fundamento, sera necesaria una reestructuracion?

Mi opinion peronal es que si, es necesario revisar la Constitucion, a docientos años de distancia han cambiado los sistemas, las personas, los problems y los lugares. No quiero decir que se deseche como cosa anticuada o inservible, no, todo lo contrario, debe de conservarse la base, la esencia, el espiritu formulando un articulado mas de acuerdo con las necesidades actuales, tomando en cuenta los grandes cambios que han acontecido en los años transcurridos desde su promulgacion.

Por ejemplo, La Republica Mexicana o sean Estados Unidos Mexicanos son considerados como uno de los paises que tiene una legislacion adecuada a la epoca y que ha servido de guia a legisladores de otros paises.

La Constitucion de Los Estados Unidos Mexicanos se ha reestructurado de acuerdo con los cambios originados en las diferentes epocas de su historia y las necesidades de su pueblo. La Constitucion de mil ochocientos cincuenta y siete se modifico durante la revolucion y se promulgo una nueva Constitucion en mil novecientos diez y siete, dicha Constitucion establecio puntos de gran beneficio para todas las clases sociales del pueblo mexicano.

Los estadistas y legisladores de este pais parecen no darse cuenta de los cambios habidos en los ultimos docientos años Ellos tienen la palabra.

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For the past 8 or 9 years, EXCENTRICO'S Camera has taken a photo of this young couple during one formal or another. They are Lita & Rudy Gonzalez.

Photo was taken at LA CABAÑA MOTOR MOTEL during the A. GI Forum S. C. chapter Coronation Ball.

(photo by richard diaz)





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